**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection: How is data acquired?**

**DATA COLLECTION BY FORMS:**

1. **Prior to online forms how was data collected?**

Prior to online forums data was collected in the form of written forms for customers to fill out. The staff would then enter the data into database.

1. **What were the problems with this method of collection?**

The problem with this type of data entry was that there was scope for mistakes to occur in data entry or input and manipulation.

**DIRECT DATA COLLECTION:**

1. **Describe four advantages or reasons why organisations directly acquire data from customers.**
2. Customers don’t have to wait for a form to be sent out
3. Convince through online forms allowing 24 hr access
4. No problems with non-legible hand writing
5. Access and purchase good from overseas
6. **What is a potential problem with direct access?**

The potential problem with this is that users could deliberately enter data incorrectly.

**WHY INDIVIDUALS AND ORGANISATIONS SUPPLY DATA BY WEBSITES:**

Elaborate under each of the following:

**PURCHASING OF GOODS AND SERVICES**

* + 1. **Who is of most benefit of purchasing this way?**

The people that benefit the most are those house bound or busy, for example elderly, young people and busy working people.

* + 1. **What is meant by time-poor people?**

Time poor people struggle to fit ordinary things into their day as they are busy working days and sometimes nights.

**FEEDBACK**

* + 1. **What is the nature of feedback sought?**

The nature of the feedback sought is clear and defines improvement that can be made to the company or constructive complements.

**ONLINE VOTING**

Voting is a method of expressing an option. Traditionally voting was preformed with pen and paper. With the advancements of technology, different methods of voting have been adopted. Examples of this are online voting and electronic voting. Websites often have a small voting poll on their website such as on Taste website, they

**SOCIAL NETWORKING**

Social networking sites facilitate communications between individuals. Rather than meeting face to face the communication can happen in a virtual space. For this to occur, data needs to be entered in via the social network site. The types of data entered include name, age location, photos of yourself and any other personal information you wish to share.

**TECHNIQUES USED BY ORGANISATIONS TO ACQUIRE DATA ON WEBSITES AND REASONS FOR THEIR CHOICE**

* 1. **Explain the nature of PHP.**

PHP stand for hypertext pre-processor. It is a general purpose scripting language that is used in web servers. It is used to create dynamic webpage content such as Google earth or Google maps.

* 1. **What is a dynamic webpage?**

A dynamic webpage is one that changesas requested by the user. They provide more flexibility than just looking at text and images. It provides an interactive experience for the users.

* 1. **Give examples of dynamic web pages.**

Examples of dynamic web pages include Google Maps and Earth, search engines, online banking and The Bureau of Meteorology.

* 1. **How does JavaScript differ from PHP and ASP?**

Programs such as java script are normally used on the client side rather than the sever side where PHP and ASP are used.

* 1. **Back-end tools**

Back-end tools are server tools that collect information in relation to the website.

* 1. **What type of information is sought by back end tools such as cPanel and Google**

Information such as how many times the website is viewed, location of the visitors and how long the viewers stayed on the website for are all types of information sought by back end tools such as cPanel and Google.

* 1. **Cookies**

1. **Describe the nature of a cookie.**

A cookie is a small file that a web server stores on the user’s computer.

1. **What information does a cookie typically contain?**

Cookies contain data about the user, such as the users email address and web-viewing preferences.

1. **How can cookies be misused?**

Cookies can be misused as spyware that collects information about a user without their knowledge.

1. **What is spyware?**

Spyware is a file that collects small amount of knowledge about users without their knowledge. Typically spyware is hidden from users and discreetly installed on the user’s computer without their expressed permission. It collects information such as web searching habits, sites visited, the instillation of software and the redirection of pages.

**TECHNIQUES USED BY ORGANISATIONS TO PROTECT THE RIGHTS OF INDIVIDUALS AND ORGANISATIONS SUPPLYING DATA, P 96.**

**SECURITY PROTOCOLS**

1. **Describe the nature of TLS and SSL**

Transport Layer Security (TLS) and its predecessor, Secure Socket Layer (SSL) are protocols used to provide security for communication on the internet.

1. **What is the role of HTTPS software?**

HTTPS stands for hyper text transfer protocol secure which is a combination between HTTP and the SSL/TLS protocol. HTTPS provides encryption and security in terms of identification of the server. HTTPS is often used when a financial transaction takes place or there is a sensitive data exchange between websites. HTTPS relies on certificates that are used by authorities and installed on the browser software.

1. **Which port does HTTPS use? How does this compare to HTTP.**

HTTPS uses port 443 where HTTP uses port 80.

**PRIVACY POLICIES**

1. **What is the role of privacy policies?**

An organisation that collects data usually has a privacy policy about how it uses the data collected and to whom it will disclose it. By law privacy policies must be located on the company’s website.

1. **What data must a privacy policy contain?**

A privacy policy must include information about what data is gathered and how it is used.

**SHIPPING AND RETURNS POLICY**

1. **What is the role of these policies?**

The role of these policies is to give information about what to do if the order does not meet the satisfaction of the customer. It would provide assistance on how to return the item and the necessary data required to identify the order.